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LIBRARY SCIENCE
LIBRARY

MINNESOTA LIBRARIES



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LIBRARY DIVISION
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STATE OF MINNESOTA
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Services of the Library Division

Public Library Development

The Library Division program includes consultant, advisory and guidance services to librarians, library boards, public officials, and citizen groups interested in libraries and library development. It also administers the state program for rural library development through grants from combined state and federal funds to aid with the establishment of public library services in areas which are presently unserved or which are inadequately served. Inquiries concerning these services and the aid program should be addressed to either of the following: Director of Libraries or Supervisor of Library Extension, Library Division, 117 University Ave., St. Paul 1, Minn.

School Library Development

The Library Division furnishes advice, consultant service and supervision to the public school libraries of the state. Correspondence concerning school libraries should be addressed to Supervisor of School Libraries, Department of Education, Centennial Building, St. Paul 1, Minn.

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The extension library also lends books in quantity, assembled into Traveling Libraries, to small public libraries and community organizations where there are no public libraries. Correspondence concerning Traveling Libraries should be addressed to Supervisor of Library Extension at 117 University Ave.

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Survival and the Life of the Mind

MAURICE B. VISSCHER

There is no need today to belabor the point that in May 1961 the physical survival of the human race is in constant and serious jeopardy. One needs only to read newspapers or listen to radio or television to know that the U.S.S.R. and the U.S.A. each have stockpiles of fission and fusion bombs much more than enough to destroy the possibility of human life on the planet Earth. Man has acquired the power which in former times was thought to belong to a deity alone, of choosing the time of doomsday. Today man possesses the ultimate power to eradicate himself. Hopefully he will not use it. So long as the fingers that control the keys which could set off the hydrogen holocaust are themselves controlled by sane men the final physical tragedy is not likely to occur. Of course we cannot be sure that sanity will prevail. And miscalculation of intent, simple human error, mechanical error or accident, might possibly set off chains of events which would lead to calamity of this physical sort. Obviously, every person who looks at the world today with seeing eyes and sober mind must realize that physical survival will be seriously in doubt until the nations of the world provide a mechanism under law for complete conversion of nuclear weapons to peaceful uses. Until our nuclear "swords" are beaten into "ploughshares" there can be no security for anyone on this planet. This everyone who reads or listens knows. Unfortunately the escape route from this universal human trap is not an easy one, and to an observer on another planet, the human race must appear to him to be like rats running in a maze which they have not solved. Like a psychologists' rat maze there are unpleasant experiences ahead for man in his world maze before he learns his way to the reward of a less threatening situation. It will almost certainly be that many more painful shocks will be inescapable on that road to security. We in the U.S.A. have already had several traumatic

and humiliating shocks in recent months. More are yet to come, without much doubt, before we find the way out of our world dilemma, if we ever do.

But the threat of physical extermination is not our only world hazard today. Perhaps even more crucial is the question of whether, if we survive, we shall have anything worth surviving for.

Conditions for Survival

The occasion of the dedication of a library building in this State College is a fit time to consider the conditions necessary for survival of the life of the mind, rather than simply to deal with the matter of preserving life itself. Although there is real danger to our physical survival there is probably even more danger to the survival and growth of our culture. What are the elements of current uncertainty about the viability of the life of the mind?

To suggest that our civilization is in danger of death from decay at its intellectual heart may seem fantastic to some. Yet a little reflection will show that the thought is by no means absurd. Today there are in the United States at least two forces in operation which tend to obstruct the free exercise of the mind in relation to access to information and opinion. The first of these forces is the growth of the mass media and the restrictions on variety and quality in publication which these giants of communication impose.

Take for example the great television networks. What kinds of material can be presented on such networks? The answer is the kind that appeals to the lowest common denominator in society. A T.V. broadcast at a good hour which does not attract 20 million viewers cannot be sustained commercially. What sorts of programs will hold 20 million viewers in the evening? You know as well as I do. It is not a high level type of program, either by intellectual or artistic standards. It does no good at present to grumble about such programs because the broadcasting companies believe that they cannot sustain their hugely expensive networks without pandering to the tastes of the audience that will pay attention in largest numbers. Of course they know with con-

This article is the text of a speech delivered by Dr. Viisscher, Distinguished Service Professor of Physiology and Head of the Department of Physiology at the University of Minnesota, on the occasion of the dedication of the new library building at Moorhead State College, Moorhead, Minn.

siderable accuracy what type of program will hold an audience. To this extent they are undoubtedly correct from a statistical standpoint.

An Ethical Question

In this connection too I cannot refrain, as a medical scientist, from raising the ethical question as to whether it is socially proper to permit mass advertising of drugs, patent medicines, vitamins, or even of goods which are, or may be, harmful to persons who use them. I wince every time I see the stupid and false advertisements, purporting to be scientific, for pain killing remedies, for vitamins, for digestive nostrums and for so-called kidney and liver drugs. I also question the ethical propriety of advertising cigarettes, tobacco and alcoholic beverages. I myself smoke a pipe but I do not believe that tobacco smoking is entirely harmless. I enjoy an alcoholic beverage in the evening but I am positive that alcohol causes many unnecessary deaths on the highways and breaks many homes and lives. The incessant drum of cigaret and beer advertisements over radio and television contributes, without much doubt, to the abuse of alcohol and tobacco in our society. I would not prohibit their use, but I see no reason why society should not control advertisements in relation to their sale. There is a great difference between freedom to buy and freedom to advertise for sale. If license to advertise in a blatant and repetitious way contributes to misuse of a product such advertisement should be prevented. These arguments hold true, I believe, with even more force regarding patent medicine advertising because without any doubt the widespread use of medical nostrums has hurt the health of millions of people.

Mass media of communication have lowered the standards of esthetics and thought in America because to get mass attention the standards must be low, and because bigness is essential to profitability, the expense of operation has become too great to supply the wants of smaller groups.

Other Media

What has happened in radio and television has also happened in the newspaper, magazine and book business in slightly differing ways. The number of newspapers published has declined steadily over the last

quarter century. The city of Chicago for example has a third the number of newspapers today that it had in 1930. The survivors are bigger, but are they better?

One magazine after another has ceased publication. And the survivors, as far as one can tell, are controlled by a very small number of large publishers. Because the Luce empire owns several large magazines the preferences, prejudices and economic interests of a few persons determine the informational reading fare of tens of millions of Americans. I stress the point of economic interest because even Henry Luce would probably have to go out of business if he began expressing editorial opinion grossly out of harmony with the interests of the advertisers in *Time*, *Life* and *Fortune*, or if he put out magazines that did not attract mass subscription and newsstand sales. Between the requirements of the advertisers and of the mass public, publishers of large circulation papers and magazines are themselves in a squeeze from which they cannot escape.

The Problem with Books

In a different way book publishers are in a bind. They must have a larger potential sale for a book today than they needed a quarter century ago because printing and publishing are so much more expensive now than then. A scientific book that sold 500 copies was not unprofitable a quarter century ago. Today unless it sells five times as many it must be subsidized.

The result as far as book publishing is concerned is that authors learn that they too must write for a mass market, or not write for publication for a living. Inevitably the quality has changed.

The anomalous situation today is that never has there been more book publishing, never more magazine or newspaper sales, but the pressure is majorly toward conformity and toward mediocrity. The simple logic of bigness is that originality and refinement of taste are discouraged.

It may be argued, and it is true, that scholarly books can still be published for relatively small audiences. But this is just where the trouble begins. Democracies are guided by majorities and not by minorities. Scholars are people talking to themselves unless they can somehow speak and write in language and form intelligible to the lay-

man. The breakdown of communication between the scholar and the dominant political groups in society may be the factor that will spell doom for civilization. Already today this break is apparent. I wonder how many of the books in the Harvard Classics series of reprints could be published today if they were not so-called "classics," established as such by the verdict of history. Comparable full-length books written by scholars for general consumption would, I believe, be largely rejected by modern publishers as uneconomic. What is left for authors to do? They write fragments of books for magazines like the *Nation*, the *New Republic* or the *Reporter*, to name a few, and fail for lack of space to be able to present a full analysis of their theses. Perhaps some newer device like photo offset printing may solve this problem but 'till now no solution has been achieved for books written for the non-expert. Photo offset has become a useful mechanism for small edition technical publications. Some enterprising person might serve both himself and society well by devising a scheme for producing and distributing serious original books by a cheap reproduction process directly from well prepared manuscript copy. The success of the paper back printing and reprinting of other types of material should provide encouragement for such a venture.

The Cold War

The second force which obstructs the free life of the mind today is the Cold War. We are living at a time when our so-called free-enterprise capitalistic system is being seriously threatened from many quarters. Simultaneously there is a threat to our democratic political system. The reaction is to suppress criticism of our system and any type of real or imagined support for the forces in the world which appear to threaten our system of society. This reaction is a natural one and should be understood for what it is. Unfortunately it is not generally understood.

Nothing could be more natural than that people should attempt to protect privileges and advantages that they enjoy. When a Robert Welch establishes a John Birch Society and mixes up Communism with liberal Republicanism or a William Buckley begins a Conservative Citizens group to

fight Eisenhower, the phenomenon is fairly simple. They are exhibiting very primitive protective reflex responses. A dog does the same when its meal is stolen by another dog.

The Witch-Hunt

The problem becomes complicated only because we are dealing with more than the theft of a meal. We are dealing with religious and political as well as socio-economic problems, and therefore the inter-relations are complex. Thus it can happen that in this country, kind words for socialized medicine in England or Scandinavia may be popularly equated with endorsement of Communism. Or that religious non-conformism may be taken as sympathy for what the Russians have called dialectical materialism. Of course such transfers are not logical, but the tragic fact is that they are popularly accepted. The late and unlamented Joseph McCarthy could not have had his great popularity and influence if he had not been able to make many millions of Americans believe that he was exposing the treachery of a large number of clergymen, educators, Hollywood artists, State Department officials and even officers of the Army. He came to his downfall because he tried to impugn the loyalty of the Army and Eisenhower himself, by implication, or guilt by association if you like. McCarthy's "exposures" led to nearly nothing in the way of actual facts of subversion.

I wish to be clear about one thing. I do not doubt for an instant that Russia has spies in our government. If we have none in hers it is not because we would not like to. All governments use spies one way or another. That is one of the dirty things about our present world situation. All I am saying is that McCarthy's methods did not flush out any spies. Neither have the un-American activities of the House Committee of that name. The Senate Committee did put its finger on Alger Hiss, to be sure, but he was already out of government and had not been in a position to transfer official secrets for a long time. The net result of the witch hunts of the late Forties and the Fifties has been virtually zero as far as spy-catching is concerned.

The real effect of the witch-hunt has been upon freedom of thought and expression. It has had this effect in two ways. It has si-

lenced and immobilized many persons whom it has investigated publicly, and even more effectively it has dissuaded other people from participating at all in the great debate which should have been, and should be going on about the most effective way to save the really precious things about the American way of life in the face of the threats that may destroy it.

To Preserve Freedom

The American way regarding freedom of the individual is very much worth saving. And I venture to say that a vast majority of the persons who have undergone trial by rumor and insinuation by Joe McCarthy and his friends would defend American freedoms in the Bill of Rights with their very lives. We must defend the Bill of Rights against the intolerance of bigots within the country just as faithfully as we would defend it from foreign aggressors. In fact more so, because it is much more likely to be destroyed by arrogant and power hungry cliques from within than by an foreign power.

Who can know how much damage has already been done? There have been four generations of college students whose entire academic experience has been in an environment poisoned by fear of unjust criticism—by fear of having their careers wrecked if they expressed views contrary to those of the un-American Activities Committee.

Some people may still be saying, "So what? It is perhaps better for the country and the world that those four generations have been inhibited from thinking their own thoughts if those thoughts were unconventional ones." This is where the life of the mind comes in. There is no life in a mind that follows directions. There must be originality, spontaneity and even disagreement or there is no mind, there is only a robot, a walking IBM machine perhaps, which can grind out apparently bright answers, if bright instructions have been fed into it. But there cannot be thought unless there is freedom and unless there is thought, this country and the human race are done.

Libraries

A library is at once a symbol and a tool. It is the symbol of the whole store of the fruits of human intellectual labor since man first began to use his powers of observation

and logic in his conquest of nature. It is a tool for every student young or old to use in employing his own intelligence in learning the lessons of the past, and in preparing to use his brains in his own career.

A library is also a symbol of the inherent right of every man to know. It is therefore a symbol of the most important freedom—that to knowledge—factual and conceptual.

As long as there are libraries which are not censored there can be no ultimate suppression of human liberty. No human arrogance can match the power of freedom to learn. So long as our libraries are open, and free to stock the store of all human intellectual labor, I have confidence that the American way will last. As soon as our books are censored I fear the end is near. I hope and I trust that such a calamity may not befall us, because we might escape a nuclear holocaust only to find that we might as well be dead. If the life of the mind were denied us there would be no point in living. I hope that every student and every friend of this College may realize that we need not only to protect ourselves from foreign aggression, but equally or perhaps even more assiduously, because the danger is more insidious, against the rot that comes from within which would suppress thought and expression. This library building would be an empty fraud if it lacked the materials to satisfy the freedom to know.

Survival Itself

There is one final point to be made. Survival itself will undoubtedly hinge upon the degree to which mankind can promote the life of the mind. Man differs from all other species of animal in one significant regard—the degree to which his higher nervous system faculties are developed. He has used those faculties in recent years to a very large extent to devise bigger and better ways of destroying other men—and unfortunately making the world unsafe for himself in the doing. Unless he begins now to use his superior intellect to devise better ways to survive he will inevitably bring himself and all life to extinction. Civilizations have come and gone many times in the past in the long reaches of history. But never before has man had the power to destroy all life on his planet. Irrational behavior before has always had limited effects on racial destruction. Today ex-

termination is easily possible. Nothing short of dependence upon rational as opposed to emotional solutions of our national and world problems will meet our present needs. Man needs the best use possible of his mental equipment to escape the fate of other extinct animals which once dominated the earth. Otherwise a million years after the last man has died from radiation poisoning some new race may reconstruct our forms as we do the dinosaurs' in some museum of the long-term future.

Our society needs to take a coldly rational look at the main impediments to the survival and the nurture of the life of the mind. It needs new tools to bring together

again the scholar and the dominant citizen group. It cannot prosper if scholars continue to be suspect simply because the people do not know or understand what scholars are thinking and saying. Neither radio, television, the newspapers nor magazines are able under existing circumstances to provide such necessary channels of communication. In fact, they appear to be impediments at present because of the inevitable domination of economics over other factors. The book, if it can be produced once more for smaller popular audiences appears to be the best hope for a rebirth of genuine enlightenment. The 20th century renaissance may come via the library.

Della McGregor Retires

"A few gray-haired grownups might not understand why Della McGregor decided to retire on April Fool's day. But the children will. They will feel just as disconsolate as some of their heroes and heroines in the saddest of fairy tales. But they will appreciate the jest and gesture." That is the way Gareth Hebert started his "Oliver Towne" column of March 11, 1961, in the *St. Paul Dispatch*.

It would be impossible to count the thousands of people who as young readers have come under Miss McGregor's influence in her 47 years of children's library service with the St. Paul Public Library. The atmosphere of delight which is characteristic of the Cochran Room in the Downtown Library is her creation. But Miss McGregor has not confined her contributions to St. Paul alone. She is active in both the Minnesota and American Library Associations, and has taught in the University of Minnesota Library School.

Miss McGregor may have wanted to retire quietly. But this just could not happen. There was a big reception in her honor at the Library and a dinner at the University Club. On the occasion of the dinner, the Friends of the St. Paul Library, Inc., announced a "several-thousand-dollar grant" from the Louis W. and Maude Hill Family Foundation to Miss McGregor. The grant will make possible a trip to France to do research in the children's literature of the age of Louis XIV. Miss McGregor will do some preliminary work in New York, especially at the Morgan Library prior to going to Paris later in the Winter.

All of Miss McGregor's friends and associates, in and out of the library field, salute her for her long and distinguished service record in librarianship and wish her every success in her research project and with the book which is to come out of it.

Fifty Years and the New Frontier

E. B. STANFORD

Director of Libraries, University of Minnesota

This is a memorable occasion, and I am ever so pleased that I can be here. There are several reasons why I was happy to accept Miss Knudson's invitation to speak. I not only believe deeply in the value of libraries myself, but I have known Miss Knudson a good many years, and I am glad to be able to help celebrate the honor that has come to her and to the International Falls Library through her efforts and those of her staff.

Throughout the nation tonight many groups such as this are gathering together to mark the beginning of National Library Week. Back in the Twin Cities there are a number of such events I should be attending this week end. But there is no other library in the entire Midwest that is being recognized, as yours is, by receiving, in a nation-wide competition, an award for excellence in service to its community.

It is particularly fitting that this honor comes on the occasion of your library's Fiftieth Anniversary; and it is for this reason that I have entitled my remarks, "Fifty Years and the New Frontier".

This gives me the opportunity to look back over half a century, and to see what progress has been made, and then to look at the challenge that now lies ahead.

Beginnings

Turn back with me for a moment, if you will, to the year 1911. International Falls in those days was just beginning to emerge as a frontier town. To the rest of the state it was little more than a spot on the map, marking the end of a road seldom traveled except by a few rugged individualists with special perseverance. Its people were true pioneers, concerned mainly, of necessity, with the struggle to carve a rugged existence out of the wilderness, and with few of the cultural advantages that could be had in Minneapolis, already a booming Mill City, or St. Paul, the state capital.

Yet with all the hardships that left little time or energy for concerns of the spirit, a

handful of civic minded leaders in International Falls had the foresight, back in 1911, to establish here the foundation of the public library we honor today.

Much has happened since those early days; and it was in the year 1920, just short of ten years after the library was begun, that I first came to know International Falls and its public library. It was, in fact, because of this early acquaintance with your library that I was especially glad to be asked to come here for this Golden Anniversary observance.

First Visit

It seems that in the year 1920 my only aunt, Miss Nelle Olson, was called to this city to become one of its first full-time, professional librarians. She had served in the Red Cross as a Hospital Librarian in the First World War, and I well remember the thrill I had as a small boy when, on a visit to her at Fort Sheridan, Illinois, she permitted me to roll her book truck through the wards of the base hospital, taking books to the wounded soldiers. This experience had a profound effect on me, and subconsciously may have had an influence on my later decision to become a librarian myself.

During Miss Olson's service at International Falls, the library was housed, I recall, in a small store in the ILTIS BLOCK. The quarters were not much to look at, even by 1920 standards, but even then I was impressed, when our family came up here from Illinois that summer to visit her, by the numbers of people, children and adults alike, who came in for books each day, as soon as she opened the doors. I well remember her continued anxiety at the limitations of the book budget (I have since learned that that is an occupational affliction of all librarians). And I was especially impressed by her efforts to get books out to the people, even in those days when station wagon pickups and bookmobiles had not even been invented.

Potentials

Perhaps it was from her that I acquired one of my pet convictions about books.

Delivered on the occasion of the 50th Anniversary Dinner of the International Falls Public Library, given for the presentation of one of the Dorothy Canfield Fisher Awards.

They have a tremendous potential for enrichment; but, something like fertilizer, they have to be spread around before they can do any good. My Aunt was firmly convinced of this, and I well remember her telling of her efforts to spread the library's books around by placing small collections in the various logging camps out in the woods, and by taking books to people in the hospital, just as she had done for the soldiers during the War.

By 1922 International Falls and Rainy Lake had become the regular vacation spot for our family, thanks to Miss Olson's cottage on the tip of Birch Point, and my brothers and sisters and I eagerly looked forward each year to the swimming, canoeing, and fishing, and the Mulligan pot luck picnics engineered by the McPeaks, the Borups, the Monohans, and the other neighbors who made up the Birch Point cottage community.

Let me conclude my reference to these years by stating that it was from this early glimpse of International Falls and the border lakes that I acquired the love of Minnesota's canoe country that has been a source of deep appreciation to me and my own family ever since, and was one of the influences that brought me back to Minnesota to stay, in 1946, after many years in various positions in the East.

You do have something here that some of you may be too close to to recognize. I don't have the command of rhetoric to express it as beautifully as Sigurd Olson has done in his books; but it is very real to those who have been exposed to it, even for a brief period in the summer.

The Librarians

Turning now to the more recent years of your library's development, I would like to mention several other devoted librarians under whose stewardship the library has developed and prospered. Among those I have come to know personally are Effie Norris LaPlante, now in library work in Chicago and Agatha Lindner Klein, now Librarian of the Main Library in St. Paul, under my good friend Archie Eggen. Later Nancy Axtell, now Mrs. Helleloid, (who is here tonight) came to the Falls from Columbia University, following the Second World War. And finally, in the fall of 1948, Marie Knudson, after serving in Bemidji

and Fergus Falls arrived and has stayed to bring our story up to the present time.

You have been fortunate, it seems to me, in the librarians you have had here at International Falls, over the years. At times they have not been able to do all they know has been needed, for lack of sufficient funds; but they have all contributed, in part, to the development of the library that today well deserves the honor it has received.

Miss Knudson, however, merits special mention; for it is through her personal administration and leadership primarily that the record of recent years has been achieved.

Shortly after I joined the staff of the University Library I began to hear of her as one of the librarians in Minnesota who was especially "on the ball". After coming to know her through her professional activities, I was pleased to be able to recommend her successfully for a special all-expense grant to attend a graduate library school institute at the University of Chicago.

Centennial Contribution

More recently I worked with Marie on the Statehood Centennial Committee, and among the various projects proposed by the librarians in the group, her suggestion for reissuing the best articles in the out-of-print *Gopher Historian* as a reference book on Minnesota history for schools and libraries was, to my mind, the best and most permanently worthwhile of all of the ideas proposed by the Committee. Teachers and librarians throughout the state owe her a debt of thanks for thus making this valuable source book on our history available.

A few weeks ago, as I was reading some of Miss Knudson's annual reports, over in the office of the State Library Division, it fairly made my head swim to note the range and variety of the activities she has carried on through the library over the years. There was the Paddle-to-the-Sea Club to encourage young voyagers to read, and her service to schools, both in town and throughout the county. Then came the recently opened "Bookaterias" in Northome and Littlefork. There was the work with the City Charter Commission, the Home for the Holidays Party for servicemen and college students, in cooperation with the Minnesota Alumni Club. And such additional events as the Annual Flower Show,

the Art Club Exhibit, the Pet Show, and work with such groups as the Border Concert Association, the Border Discussion Club, and the Great Books reading and study group. Finally, although this doesn't exhaust the list, there are the regular story hours she and her staff arrange for the beginning library patrons, and the Library's "Thank You Party" given for the many people who have helped the library throughout the year.

Candidness

Yet Miss Knudson has been more than honest in admitting her occasional failures. Her last report candidly notes that her Family Night, which was to have been her new activity for 1960, apparently fell flat on its face. In spite of excellent support from the schools, the press and the radio stations, the families seemed to have stayed away in droves. Most librarians are quick to report fully on their successful programs; but it takes a person of real stature to say, as Miss Knudson did, "We have to admit our wonderful idea was a flop." Knowing Marie, I can confidently predict that next year she will come up with a new and better scheme that will bring people to the library in greater numbers than ever before. Incidentally, I had a similar experience last year, when I scheduled a carefully planned program of recordings of contemporary poets in our browsing room. In my case, when the appointed hour arrived, NOBODY (but NOBODY) came! It happened that the day we had picked turned out to be the very first really warm spring day on campus, after weeks of dreary waiting; and the entire student body took the occasion to desert the library for the great outdoors—and frankly I didn't blame them. My associate and I played through the program in hopes that someone might be lured in. We decided next time to pick a day in late November or February since we obviously couldn't compete with SPRING!

Conclusion

In conclusion, let us look for a moment at the New Frontier that now faces your library.

On the national scene, there is every evidence that libraries are finally being

more fully recognized for their importance as a source of information, ideas, inspiration, and self-education. White House Conferences on the needs of youth and the special requirements of our older citizens all give the library a significant part to play in helping our generation to meet the problems of our changing society.

Librarians have long said that "Readers are Leaders." Today, the example of our President, in the few months of his incumbency, is already giving the nation a healthy respect for the role books and libraries must play in keeping us informed. And our leaders in Washington, in order to keep on their toes, are reading more widely and deeply than ever before.

Never in our history has an outstanding man of letters been given a place of honor in the inaugural ceremonies as was accorded to Robert Frost this year.

What other President has read regularly anything like the 10 daily newspapers and 16 periodicals—not to mention numerous books—that, according to LIFE magazine comprises the day-to-day diet of our present President? Whatever one's politics may be, it cannot be denied that if this example influences the nation's use of leisure anything like the Jacqueline look has influenced its mode of dress and coiffure, then the librarians had better get more copies of more books and magazines in a hurry, to meet the resulting demand.

In all seriousness, this obvious conviction on the part of one of the busiest men of our time, that reading widely to understand the world we live in is becoming essential to our very survival, presents a challenge that all thinking men and women would do well to ponder. This is a new frontier facing libraries and librarians today. I only hope the next fifty years will show that we were prepared to meet the test.

You, here in International Falls and Koochiching County can take pride in the fact that you not only have a library that merits recognition today. The people who have made this achievement possible — and I mean not just the library staff but also the library board, the city officials, the various groups that have helped, and the County Commissioners and your legislative representatives—these people, by their foresight

in sponsoring legislation that will now permit you to provide additional support for your library, have already shown your determination to see that your community, at

least, is going to do *its* part in meeting the library challenge in the years to come.

Congratulations and best wishes for continued excellence in library service.

Small Public Libraries

The American Library Association has received a grant of \$60,040 from the Council on Library Resources, Inc., for carrying out a special project for aiding the trustees and librarians in small public libraries. The project, which will run for two years, is based on an original proposal developed by Joseph L. Wheeler, former head of the Enoch Pratt Free Library.

The grant funds will be used to develop basic materials to help the librarians and trustees with matters of policy and operation. It is planned for these helps to be issued as a series of separate pamphlets which can be kept together as a manual, while still open to the revision of individual parts without replacing the whole.

Our old stand-by for this purpose, Miss Mosier's *The Small Public Library* is now considerably out of date. And it contains no guides on the place of the small library in the county or regional system, nor anything on the importance of the libraries joining such systems when they are developed.

Present plans envisage multilithed handbooks on such subjects as services to various ages and types of people, booklists and reference procedures, budgeting, staff and work plans and schedules, and the training of library helpers. When and as issued, these handbooks or pamphlets will be made available to all small public libraries. The Library Division will keep informed on all developments as the program progresses and pass the news along.

David Wright, formerly of the Nebraska Public Library Commission extension staff, has been appointed Director of the project at ALA Headquarters. An Advisory Committee, to guide the development of the project, has been established by the Library Administration Division of ALA, with Elaine von Oesen of the North Carolina State Library as Chairman. Other committee members are Mrs. Phil Lynch, librarian of the Silver City, New Mexico, Public Library; Mrs. Weldon Lynch, trustee from Oakdale, Louisiana; Evelyn Day Mullen of the Library Services Branch, U. S. Office of Education; Dorothy Sinclair of the Enoch Pratt Free Library in Baltimore; Hannis S. Smith, Director of Libraries, Minnesota Library Division; and Mr. Wheeler, the originator of the project idea.

Chippewa County Library System

DOUGLAS A. WHITAKER, *Director*

Although named for the Chippewa Indians and shaped like one of their tomahawk heads, Chippewa County, which lies about one hundred miles straight west of the Twin Cities, some forty miles short of the South Dakota border, was inhabited by the Dacotahs when it was settled by white men. A Dacotah reservation lined both banks of the Minnesota River and Lac qui Parle Lake which forms the leading edge of the tomahawk and the southern border of Chippewa County. The county's boundaries were defined in 1862, enclosing some five hundred and eighty miles of fertile farming land and the present day communities of Montevideo, Clara City, Milan, and Maynard along with the villages of Wegdahl, Hagen and Big Bend, and a part of Granite Falls. Montevideo, with a population of 5,693, is the seat of county government and the center of a trade area which extends over four counties. Clara City, at 1,358, is the only other community with a population of over one thousand. The county's population declined slightly during the fifties and is pegged at 16,320 presently.

The Libraries

Library service through the years was limited to four points: Montevideo, Clara City, Maynard and Granite Falls. In Maynard the library came close to existing in name only since it possessed an uncataloged collection of mysteries, westerns, and novels, all out dated and many in disrepair. There were some children's books but these too were weak. The library labors under the further disadvantage of a poor location. It is housed in a separate room at the rear of the firehouse, well off main street and the flow of traffic. The room itself is pleasantly furnished, decorated, well lighted, and of an adequate size. If it could be transported to main street, it would do nicely.

On the other hand, the location of the Clara City Library on a heavily traveled street, near the center of town, and on the fringe of the business section is almost ideal. It is a compact but efficiently organized library which provided a well selected assortment of novels and non-fiction works along with a good selection of children's books. With limited resources, the library

board had not been able to make the purchases they knew the library needed but they had worked conscientiously and the results of their energy were apparent. There existed at Clara City the nucleus of a fine branch library.

The Montevideo Public Library was also centrally located and just the prescribed one block or so from the business section. Unfortunately that one block exists as a sixty foot bluff which, from main street, lends the library a commanding but inaccessible location. This condition is relieved somewhat by the library's central location in regard to the main residential section which runs north and south atop the bluff about equal distances from the library. In addition, two community institutions, the high school and the jail, are just across the street and we have borrowers in each. Although the library building possesses some of the architectural limitations of the general run of Carnegie buildings, (steps, high ceilings, insufficient windows), it is uncluttered by nooks, dividing walls or oval shaped corners. It is rectangular in design and thus very adaptable. In addition to the spacious upstairs reading room, there is a ground level club room which was easily transformed into county library headquarters.

The Montevideo Library Board had been, for many years, in the all too familiar position of possessing an appropriation which was not sufficient to the task. Consequently, as time went by, the collection became more and more superannuated and gaps appeared in the coverage. Much of the money which was available for books was spent on the children's collection. Purchases in the adult field were very limited and only the most exceptional non-fiction was acquired. The predictable result was a steady decline in adult patronage. Another factor which had influenced the development of the collection was the dual responsibility which the library carried until 1946, when it was a high school library as well as a public library.

That part of Granite Falls which is in Chippewa County is served by the Granite Falls Public Library located in Yellow Medicine County. It has not yet become part of a larger library system.

Thus it was that in the Spring of 1959, library service in Chippewa County was poorly developed with 58% of the population outside the legal boundaries of libraries, and the remainder receiving service which was severely restricted by lack of financial support. Many people in the county were aware of this situation, and a few were concerned enough to seek a remedy for it.

The Start

By January, 1959, enough people had become concerned about good library service, through local initiative and the field work of the Library Division, so that Emil Wilkin, superintendent of the Montevideo schools felt justified in being host to a regional library meeting where the new library aid program could be explained. Interest was aroused from all over the county, and especially among people from Milan, Clara City and Montevideo itself. This was followed by subsequent meetings with staff from the Library Division and a week-long bookmobile demonstration in early Summer. This county-wide committee continued and increased its activities, and met with the County Commissioners a number of times to explain the library idea and urge them to exercise their authority to establish and support library service. Among other stimuli, the committee used petitions signed by more than 2,000 citizens. The Commissioners voted in October to establish library service and levy the first one-mill tax for its support.

A county library board was appointed by the commissioners. Aided by Hannis Smith and Emily Mayne of the Library Division, the board began the job of bringing the library into being. Important progress toward this goal was realized when the library boards of Clara City, Maynard, and Montevideo decided to affiliate with the county system so that there would be no duplication of effort and funds for library service in the county. Each agreed to provide a suitable building which was to be heated and well lighted. If their community levied a tax for library support, this money was to be deposited in the county library fund. If there was no municipal levy, as was the case at Maynard, the community would then be subject to the county levy. In no case would a community be taxed twice for library support. The three library boards

reserved the right to approve any personnel appointments made in their community's library.

The Grant Is Made

The financial requirements of the new system were analyzed and a request for financial assistance under the terms of the Library Services Act was submitted to the State Department of Education. A grant of \$38,538.00 in establishment aid was approved for the first year's operation with the understanding that Chippewa County would join its neighbor counties when they asked to qualify. Estimated proceeds of county and local taxes added another \$12,862.00 making a total of \$51,400.00 to be spent for library services in an area where in fiscal 1956 only \$5,072.00 had been spent.

New Librarian Starts

Having been appointed head of the new library in February, I began the work of establishment on April 1, 1960. Since the county library field was a new one to me, there were more than a few enigmas in my mind as I started work. But, I knew we needed books, so before we had a table or a chair, two very large book orders were placed. The existing collections at Montevideo, Clara City, and Maynard were ignored as the first books were selected. The small number of duplicates which might result would be useful somewhere in the system. Selection was made from the usual standard tools which dated from January of 1959. Before any of the orders were mailed and money committed, a conference on billing and accounting procedures was held with Mr. Neil Miller, County Auditor. As custodian of the library fund, the Auditor's office kept our official books. A record of receipts and expenditures was kept at the library. Book selection and ordering was carried on continuously while the headquarters area was being prepared for occupancy. An order for office furniture and shelving was placed early. While we awaited delivery, the painters and electricians were turned loose. They finished a day before the furnishings arrived. And then came the books. At first it looked as if we'd have to play the army game of moving one pile to make room for another, but then the steel shelving arrived and order was restored. On the whole, we were very fortunate through-

out the establishment period to have had materials arriving just as they were needed. Right from the start, we aimed at getting into operation as quickly as possible. Service in two months, was the goal. We missed by a month but would never have come that close without such good luck on deliveries.

During that first month, the staff was assembled and put to work as they were needed. A half-time typist started on April 25th and a week later she was joined by a full-time typist who assumed other responsibilities after the initial typing crush was alleviated. In the midst of all the activity in the headquarters room, service in the public area upstairs was maintained by Mrs. Frances Bergh, who had been librarian of the Montevideo Public Library prior to formation of the county system. Mrs. Bergh kept the patrons properly curious as to what was taking place downstairs without committing us irrevocably as to the date new books would be out.

More Books

By the end of the first month, processing was in high gear and 700 volumes were ready for service. Another 2,000 books, received from the Library Division on long term loan were sorted and shelved. The headquarters area was furnished and operable and we had a better idea of what our immediate and long range goals were to be.

The Chippewa County Library was brought into being with regional considerations in mind. Large portions of three adjacent counties are without library service. Where it is available, it is hampered, as it was in Montevideo, by insufficient financial support. A four county cooperative effort toward library support would be both effective and reasonable to expect since the counties are sharing in the support and benefits of several operations such as a law library, a sanatorium and a parole officer at present. The four counties form a compact geographical unit with no part of any of them farther than forty miles from Montevideo. It was our intention, when setting up the Chippewa County Library, to provide for eventual inclusion in our system of other counties which would not have to buy the county library idea sight unseen as Chippewa County did, but would have had the opportunity to see it thoroughly demonstrated.

The Bookmobile

The foundation and test of strength of any county library is the adequacy and effectiveness of its bookmobile operations. The principle of centralization of administrative activities and decentralization of service can be effectuated most strikingly by bookmobile.

In drawing up our bookmobile routes, while we do not give school service, we were influenced by the fact that the county was liberally sprinkled with operating rural schools. In many cases these schools were in the center of population clusters. In any case, they were landmarks and their location was well known. So it was clear that in our rural schools, we had a first framework for bookmobile routes. We decided to cover the county in five routes, and to schedule these on alternate days over a two week period. We would be out Tuesday and Thursday of one week and Monday, Wednesday, and Friday of the next. With a county atlas and the best advice we could get from township officials, we plotted our routes. We looked for population clusters and landmarks. When we had finished identifying on maps all the possible stops, we checked them to make sure driveways and roads which we would be using wouldn't become snow and mud traps when the weather changed. In some areas where there were no schools, churches or crossroad stores at which to stop, we talked with farmers and established stops in their yards. We were careful to explain that such farm stops, like all the rest of our stops, were experimental and would be changed if they didn't work out.

A schedule which included forty-one stops was finally made up. The bookmobile loaned to us by the Library Division had arrived and we were ready to start service as soon as the book collection had reached a sufficient strength.

The First Runs

Toward the end of June, we were about ready to justify our existence. In addition to 1,500 new books, we had 2,000 older books which had been received from the Library Division, and a fine 500 volume development collection loaned to us by the same source. Together with over 10,000 useful volumes already at libraries in the

system, this was a sufficient number with which to begin. New books were still arriving daily and would compensate for the drain which we hoped eager borrowers would make on our books. At their June meeting, the Library Board gave the green light and we committed ourselves to a July fifth grand opening.

After all the ballyhoo we could arrange, we opened the doors and served coffee to about one hundred fifty visitors. The size of the crowd was not impressive but their interest was. They stayed late and looked the collection over thoroughly. That same day the bookmobile driver completed his first round and reported that the bookmobile collection had been received enthusiastically. In Clara City and Maynard, open houses were held the next day which attracted good sized crowds. We were in business.

There followed a period which, in some respects, has not ended. A period of observation, wondering, and speculation. We would know more about our bookmobile when it had made the circuit a couple of times. We expected its strength and weaknesses to show up then. They did. A pattern developed which held true for several months. We found we had two very busy routes, two which were fairly busy and one that was hardly used at all. This condition prevailed, despite our efforts to correct it, until school started. At this time we revised the entire schedule for the first time.

Making Changes

With the beginning of the school year, patronage at some of our stops declined while at others the situation became frantic. On one route, with stops near several rural schools, the driver had to forego lunch. There wasn't time for anything but checking out books. We took two of the larger stops off that route and put them on one that was less busy, thus allowing a lunch period and lengthening some of the other busier stops. On other routes, we shortened stops that had not been busy and, with the time we gained, either lengthened busy stops or added new ones. The result of our juggling was increased circulation on all the routes, even the one that had been slow right from the start.

We do not serve rural schools on a contract basis. We prefer not to be committed

until our status as a county or a regional library is decided. Service at rural schools has been no problem at all thus far. In most cases the school location would be a logical stop anyway. However, we take pains to avoid conveying the impression that service to children is our primary reason for operating a bookmobile. This is a misapprehension which will keep adults away if it is not put to rest.

Another lesson we learned in serving sparsely settled areas was that three separate half hour stops will serve an area much more effectively than one stop of an hour and a half. The idea of "if we stop here longer they can come from farther away" is contrary to our bookmobile experience.

Some Results

The reception accorded bookmobile service has been a source of satisfaction to the entire library staff. From the July total of 1,200, bookmobile circulation has risen to 3,150 a month and will climb still farther. More gratifying to us than the circulation figures are the comments we hear from bookmobile patrons. I could cite several testimonials as to the value of bookmobile service and the enjoyment it brings to those who use it but anyone who works with a bookmobile program has no doubt heard the same stories. Let it be said, though, that in Chippewa County, those for whom the Library Services Act was primarily designed are the ones who are benefiting most from it.

The City Libraries

In the cities, where library service is not a new thing, progress has been slower. Reading interest had been languishing for years and we did not expect to revive it miraculously. Again and again we have heard this refrain. "I never found anything new, so I stopped coming." Those who started coming again to see if the county arrangement had made any difference have kept coming. Reading interest may lie dormant for awhile but if it's there, a prod with just one good book will awaken it. The most puzzling problem confronting us at present is how to influence people to come in once to receive that one good book that is going to keep them coming.

Publicity is the easy answer, but publicity which is limited to the availability of pub-

lic service advertising is limited indeed. No consistent program of information is possible under such circumstances. We need people's time but we can't make the concerted pitch for it that other sources can.

One thing we have done to make the library a more attractive place in which to spend some time is to paint it. Our National Library Week open house revealed our new surroundings and we had a good crowd.

Building Up Service

At the end of 1960, our collection numbered just over 4,000 new books. About 1,500 of these were children's books. We have just begun to assemble the kind of collection we need. Hardly a day passes without a new need being revealed.

As this report is written the library has been in operation for eight months. Figures are available to show its impact or lack of impact on the area it serves. To be properly interpreted, they must be viewed in comparison with similar statistics from pre-county library days. In eight months of 1960 the county library has circulated 14,000 more books than were borrowed in the entire year of 1959. The primary reason for this gain is the bookmobile. It has circulated 19,000 of our 35,000 circulation to date. Last month its average circulation per trip was 317, with a range of 130 (in a snow storm) to 410. Circulation at the Montevideo library is up fifteen percent and at Clara City eighteen percent. These figures are more impressive when one understands that rural people who used to borrow their books in town now borrow almost all of them from the bookmobile. The increase in books borrowed by city residents has been greater than the figures indicate.

Nothing has done more to attract people

to the library than the availability of 16-mm sound films obtained through the Minnesota Film Circuit. Persons who have used films feel that a real service has been offered them. And they have talked about it. Nothing can change the minds of anti-county-library people faster or more effectively than exposure to a few of our *free* films. Films have been a tremendous boon to the harassed program chairman who doesn't know where to turn next for the program at next month's meeting. They have been used extensively at schools throughout the county and several times they have pinch hit for community programs cancelled at the last minute. They have been a tremendous success. Thus far 310 film loans have been made with January the peak month at eighty-five. No service we can give can better illustrate the benefits which small libraries can obtain through cooperation as exemplified in county and regional library systems.

Summary

A thorough evaluation of our first year's operation would be too involved for the purpose of this article. To sum up—the principle of centralization of technical and administrative processes and decentralization of service has resulted in books reaching the public from one source through fifty outlets. Borrowing books in Chippewa County is an easy and convenient process. Returning them is made more pleasant by the absence of fines. Book collections in libraries of the county have been rejuvenated, and, what is more important, support for the library has been placed on a sound and equitable basis. A pattern has been established for the continued development of library service in this area of Minnesota.

Crookston - Polk County Library

CLEO N. THOMPSON, *Director*

Campaign and Vote

While the movement for County Library Service in Polk County actually began before World War II under the guidance of Claire Winzenburg Madden, the intensive drive for the service originated in 1956 after the passage of the Library Services Act. The Crookston Library Board crystallized their enthusiasm with the County organization of a "The Friends of the Library" group, chaired by Mrs. E. A. Massee of East Grand Forks. At the same time, the Crookston Branch of the AAUW under the guidance of its president, Mrs. Stanton Hirsh, allotted a part of their year's activities to the library expansion project.

Under the lead of Crookston an intensive campaign really got underway in January 1958 when a group of Federated Women's Clubs sponsored an art exhibit of paintings of French school children. Their silver tea in conjunction with the exhibit raised a substantial sum of money which was given to the "Friends."

National Library Week was celebrated for the first time that year and afforded an excellent opportunity to publicize the need for more library services. There were many suggestions that could be adapted for local use.

National Library Week

Crookston began its observance by giving out publicity to the radio and newspapers ahead, so that the patrons were prepared for NLW. A poster contest was sponsored by the library in the three Junior Highs in the city and three prizes were awarded. The winners were selected March 14th so that the posters were available for use during NLW. A picture of the winners appeared in the local paper on March 17th.

During the week, there was daily publicity on the local radio station and book marks were given to library patrons. In addition to the national posters, local ones were distributed and several business firms sponsored an ad in the local paper.

Six business firms featured window displays for NLW. Ruettell's Clothing Store had a most attractive display complete with travel posters and luggage. The Crookston Savings and Loan, which specializes in

building loans, displayed books on architectural planning and remodeling along with the posters. Munn's Jewelry Store used both of their windows for displays; one displayed an antique glass collection with appropriate books, and the other an attractive collection of rocks. Eagle Drug had a most unusual display of dolls that belonged to one of our trustees. Dr. Hendrickson, another trustee, gave us the use of one of his windows to display books written by Minnesota authors. Mr. Billadeau, custodian, who was also employed at Monroe's Furniture Store, gave space for the new books and the three winning posters. These were arranged in an attractive bookcase.

Several weeks before NLW, three English teachers employed in the local high schools and the librarian worked out a questionnaire designed to survey the reading habits of the community. The journalism class of Central High School tabulated and wrote a story giving the results which was published in the Crookston *Daily Times*.

Promotion

Members of the Speakers Bureau, organized as an auxiliary of the "Friends," met with men's clubs, PTA groups, farm, school, and women's clubs in Crookston, East Grand Forks, Climax, Beltrami, Foston, and Winger. The librarian was invited to speak at the Women's Camp at the Northwest School of Agriculture. Women from all the northwest counties of Minnesota attend this camp.

At this time, the Marshall County Commissioners evinced an interest in a regional library organization, if they would be joined by other counties. Meanwhile, Pennington, under the guidance of Dr. David Brown, Superintendent of the Goodridge Public Schools, was working with the surrounding counties for regional library service. A panel of county representatives met in Thief River Falls with Miss Emily Mayne to discuss regional service on station KTRF. The representatives were from Red Lake, Pennington, Marshall, and Polk Counties.

The MLA State meeting at Madden's Lodge gave the Librarian an opportunity to confer with Hannis Smith, Director of Li-

braries, and Emily Mayne, Supervisor of Extension, to learn more of publicity methods.

The Turning Point

But the turning point in the campaign came late in September when Dr. D. E. Stewart, chairman of the Crookston Board, after a meeting with Miss Mayne where she stressed the vast amount of work still to be done, throughout the county, went to the three banks in Crookston for aid for the "Friends." When each of these banks gave \$25, it was decided to bring the issue to a vote. This determination to put the issue to a vote meant the formulation and the circulation of a petition signed by 100 freeholders to submit the issue on the ballot.

At this same time the McIntosh and Fosston Public Library Boards came out in support of the campaign, and Library Division staff members met with groups of business men and PTA's in the eastern part of the county to enlist their support.

The organization of a workshop under the direction of Emily Mayne and Diana Hebrink from the State Library Division got underway at McIntosh. Representatives from all areas of Polk County attended. Mrs. Cornelia Nachbar, Crookston, Mrs. Don Anderson, Fosston, and Mrs. Myrtle DeBoer, McIntosh, were named to head the drive to get out the vote. Meanwhile the AAUW continued with their many behind-the-scenes activities necessary for the success of the campaign. With the help of the County Superintendent of Schools, they organized the itinerary for the State Bookmobile demonstration throughout the county the week of October 25th. Diana Hebrink, Field Advisor of the Library Division, talked with hundreds of Polk County citizens in the course of the tour.

Mrs. M. W. Kiesau spearheaded the East Grand Forks drive. Hi Sommer, ass't publisher of the Crookston *Times*, featured the activity both in his column and on the editorial page. Jan Cumming of East Grand Forks did the same for the EGF *Record*.

Bill Kiewel, manager of the radio station KROX and Crookston board member, made possible a series of radio programs and panels on his station.

Polk County covers 2,100 square miles and its 36,000 people are divided into East and West Polk County groups and organi-

zations. The county library movement shifted its impetus in the final weeks to meet the great need for gaining understanding and approval of citizens in the eastern and southern parts of the county.

The Vote

On November 7, 1958, when the vote was counted, 6,459 voted for and 4,443 voted against the establishment of a Polk County Library. The County Commissioners levied a one mill tax to make the service a reality.

After the successful vote, the members of the Crookston City Library Board petitioned the members of the Polk County Board of Commissioners to organize a regional library. However, the joint meeting of Commissioners and interested citizens resulted in the decision to establish only the Polk County Library at that time, rather than a regional library. The reason for the failure was the fact that Polk County had a higher valuation than Marshall and so it was believed that Polk would gain more in representation and in service than Marshall. With the greater amount of aid monies available to Regional Libraries, this opinion would no doubt have been disproved by now if the project had materialized.

Organization

On March 5, 1959, the County Board appointed the following persons to serve on the County Library Board: Dr. D. E. Stewart, Crookston, Chairman, James Jacobs, Fertile, Vice Chairman, Mrs. E. A. Massee, East Grand Forks, Secretary, and Jens Erickson, Climax, and Lorence Granum, Sr., Fosston, Directors. Later, Warner Christeson of McIntosh was appointed Member-at-large. An agreement was then drawn up between the County and City Boards for the administration of the single county system.

The agreement which brought all three existing local libraries (Crookston, McIntosh and Fosston) into the county-wide system provides for a joint library board consisting of nine members, three of whom are drawn from the Crookston library board, and six of whom are appointed by the County Commissioners, one from each Commissioner's District and one at large. Of the initial appointees, one each was drawn from the Library Boards at McIntosh and Fosston. The agreement also makes

provision for joint financing, administration, and specifies the method to be used in case of a withdrawal from the agreement by any party to it.

The first official act of the newly formed library board was to make a formal application to the library division for a grant in aid, in the amount of \$30,000. On June 25, the Board announced the receipt of a check for \$30,309. Then a bookmobile was ordered from the Gerstenslager Company, and on October 7, 1959, Cleo N. Thompson was appointed director.

The four months beginning with October 1959 through March 1960 were possibly the busiest in the history of libraries in Crookston and Polk County. Following a blueprint from Mr. Hannis Smith, Director of Libraries, and the on-the-job supervision of Miss Emily Mayne, Supervisor of Extension Libraries, an eager and energetic skeleton staff bought enough equipment and processed enough books to stock the bookmobile (borrowed from the Library Division) and to open a branch at East Grand Forks on March 10, 1960. East Grand Forks had been the second largest city in Minnesota without local library service.

Bookmobile

After Mrs. Catherine Hanson agreed to take over as bookmobile librarian, she and Alan Gossline spent the last Sunday in January and all the Sundays in the month of February driving, timing, and checking roads to set up the bookmobile schedule. This was truly a big job, for Polk is a large county and some of its roads are not suitable for bookmobile travel. They spent many evenings with the librarian making final decisions. After the completion of the final scheduling the bookmobile was loaded to make its first run on February 29, 1960.

Less than two weeks after the initial run, our own bookmobile—burgundy and off-white—arrived to brighten the winter country side. Key West, a small community with one granary and four houses, illustrated most dramatically the impact of the bookmobile. In March five books circulated, in April fifteen, May was down to twelve, June up to 37, and July 106. It has maintained an average circulation of 50 ever since.

December 31, 1960, marked the end of the first year with a bookmobile circulation

of 28,072 books and magazines in ten months of operation. Over 1,200 persons were registered to borrow books from the bookmobile. With the addition of a branch at Climax in November, the schedule was revised and improved. We plan a schedule change for the summer months with an annual change again in the fall. With minor adjustments, we hope this will be a constant time table for the service. Of course, problems like road restrictions caused by climatic conditions will vary the time table somewhat during the spring months. The bookmobile goes out every weekday except Wednesday and Saturday, and visits each scheduled stop once every two weeks.

Branches

Both Fosston and McIntosh had long established libraries before the vote. The transition of these two libraries into the system was easily made. The Fosston Library was established in 1918, and through the years has been closely supervised by an active women's group, the Athenian Club. The McIntosh Library was founded in 1941 and has been supported by local taxes. They both joined the system and became branches. The Fosston Branch is housed in a small room in the city public utilities building. The collection is being weeded gradually, with new reference, adult, and children's books added frequently. A completely new service to them is the addition of magazine subscriptions. Fosston has been particularly enthusiastic about the film service, and rarely a day goes by without a request from their librarian, Maria Larson, for books, magazines, and films.

Because it was necessary for McIntosh to move their collection from their original downstairs quarters in what was the old liquor store to an upstairs location, their service was temporarily interrupted for a two month period. We have weeded their collection and plan to install the Bookmatic charging system later on this year in headquarters, the bookmobile, and in all the branches. Dolores Narveson continues as community librarian.

The East Grand Forks branch, located in the Masonic Temple, was opened March 10, 1960, with a collection of 2,000 books. The quarters are attractive but small and the people of East Grand Forks have long wanted a library housed in its own build-

ing. They have instructed their architect, Mr. Paul Grosz, to draw up tentative plans. Their first bond issue was defeated and they are planning another election in the near future. Mrs. Jo Chaplin has supervised a busy and effective year of service for East Grand Forks.

Toward the end of the year (November 10th), Climax opened a branch in the City Clerk's office of the Village Hall. Again we were fortunate in securing several hundred books from the Library Division, and we had several months to build up a backlog of materials for them. Mrs. Almira Brokke is their librarian.

Additions and Purchases

The first important purchase of the new Crookston-Polk County Library was a membership in the film circuit. Over 20,000 people have viewed the 130 films that were ours to use for the remainder of 1959 and all of 1960. We have budgeted for an additional subscription whenever it is available to us. The most exciting addition of all has been the framed picture collection purchased from the Graphic Arts Society.

To better equip our staff for the work ahead, an in-service training course conducted by Miss Emily Mayne was instituted. From January through August, 1960, Miss Mayne taught a day long course each month in library methods and procedures to employees of the Crookston-Polk County System and librarians from public libraries in neighboring counties.

Problems

Our most urgent problem has been the lack of trained personnel; professional and clerical, people who are flexible, bright and curious enough to learn quickly. It has been indeed difficult to teach them and then to expect them to function adequately under the pressures that lack of time has imposed upon us. On the positive side we have been extraordinarily lucky. Mrs. Hanson, our former bookmobile librarian, who, for health reasons was unable to continue, has worked in headquarters lending her fine organizational ability to paving the way for her successor, Mrs. Carol Pinsonneault. Mrs. Merton Anderson has been an eager and capable aid who has grown in her job. She has taken over the bookkeeping and supervises the circulation desk in addition

to many other items too numerous to mention.

We were fortunate to obtain the services of Marie Anderson, formerly librarian at Fosston, to be our Children's Librarian. A graduate of the University of Minnesota with a major in chemistry, she advises on the purchase of scientific materials and does our publicity.

It would have been virtually impossible for us to have processed the 8,270 books last year without Mrs. Pauline Mickelson, a former school librarian, who catalogs for us on a part-time basis.

Early in the summer of 1960 we received another grant in aid in the amount of \$25,000 from the Library Division. This amount coupled with the previous grant has made it possible for us to purchase the following items: a bookmobile, a station wagon, the Bookamatic equipment for book processing and circulation, a movie projector and screen, a copying machine, an electric mimeograph and a typewriter. Furniture and office equipment were also provided during the year to the four branches at Fosston, McIntosh, Climax, and East Grand Forks.

Book circulation increased from 80,585 in 1959 to 136,354 in 1960. During the same period the total number of books processed increased from 21,152 to 28,727, and in volumes added the figure more than doubled going to 8,270 from 3,016.

The number of library patrons who borrowed books also doubled, climbing from 3,812 persons in 1959 to 7,956 in 1960. The number of reference questions jumped from 633 in 1959 to 1,238 in 1960.

Future Expansion

Most of 1961 is already mapped out for us, for it will take the better part of this year to install and begin operating our Bookamatic charging system. We have embarked on a planned publicity campaign with the objective of entering various publicity contests to spur us on and to stimulate some experimentation.

Existing resources in both Fosston and McIntosh need to be incorporated into the system, and substantially weeded. Greater emphasis will need to be placed on adult reading in connection with adult education programs in the county. Future expansion

(Continued on page 56)

Young Adult Services

LORA LANDERS, *Coordinator of Young Adult Services*
Minneapolis Public Library

Young Adult Service has had a long history in public libraries throughout the country and some of the leaders of the movement were and are here in Minnesota. Usually the special service started with a few shelves in the adult area growing to an entire room or branch with a full time staff. Today there is a good deal of variety in the pattern of Young Adult Services with the physical arrangement reflecting the philosophy of the service. Some libraries emphasize advisory service, others reference; some combine the two in a combination lounge and study hall; some promote the idea of a literary hangout, some have television and radio; junior high age patrons are included and excluded; administratively it may be part of the adult or juvenile services or it may be separate. At the Minneapolis Public Library it is felt that the special service to young adults should emphasize the leisure time reading of the 15-19 age groups and that the books selected be a bait collection located in an alcove or section of shelves in the adult area. We are following the pattern so very well described in the American Library Association publication, *Young Adult Services in the Public Library*. If you have not read it, do, it is excellent.

Classic Failure

Before describing Young Adult Services we might ask *why* is there a special service for a segment of the library's adult public? It is necessary because many teen-agers find the new world of adult books an overwhelming one and are more reluctant to approach librarians than are older adults. It is during this period of development that the public library should attract teen-agers. In an article about Young Adult Service, Jean Roos of the Cleveland Public Library quoted a statement of Robert D. Leigh's in the *Public Library Inquiry*: "Children's room and children's librarians have been the classic success of the public library" and she goes on to say after statistically proving that we lose the adolescent reader: "If work with children constitutes the library's classic success, the classic failure is the lack of the

public library to meet the needs of young people with the best at its command."

That then is why public libraries have a special service for young adults: to help them select books from the large number of available titles and to develop them as lifetime library patrons.

My library experience has been confined to two large city public libraries. My knowledge of other kinds of public library services is from reading and observation. However, I do believe that it is possible to successfully adapt the methods of one library to another. An article in *Top of the News* of March 1956 entitled, "The Young Adult in the Small Public Library" is an excellent step by step handbook for initiating the service. At the Minneapolis Public Library the first step in this new phase of Young Adult Services was drafting a statement of policy.

Minneapolis Policy

"The primary purpose of the Minneapolis Public Library service to young adults is the development of the sense of excitement that comes from reading as part of living. It is differentiated from other library activities by the age of the group served and the type of material that forms the basis of the program. The service is planned for all teen-agers from sophomores through the first year after graduation from high school with the emphasis on leisure time reading which is recreationally and intellectually stimulating.

"This specialized activity is designed to be the liaison for individuals making the transition from children's to adult reading. Its goals are to broaden the young adult's reading interests, to increase his knowledge of himself and his world, and to foster his enjoyment of reading.

"The needs, interests, and abilities of young adults differ greatly; young adult librarians must be aware of these characteristics, and the book collection must vary in content and reading difficulty so that the reader will advance easily to adult materials.

Librarians who know young adults and who can select books for them are the foundation of the service.

"The books shelved in a special section for young adults are a sample of the outstanding books of interest or potential interest to teen-agers. The largest portion of the titles in this collection (approximately 80%) will be adult; the balance being teen-age titles with a minimum of duplication of juvenile purchases. From this collection the librarian will guide the young adult patron to reading in the general adult department."

Meaning of Liaison

What is the meaning of the phrase "liaison for individuals making the transition from children's to adult reading"? A boy who reads teen-age sports and adventure stories exclusively returns one about skiing, perhaps Stanford's *Ski Town*, and is asked by the librarian if he has heard of a blind person skiing and is introduced to a book about a young man who loved skiing and when blinded by an accidental gun shot wound learned to ski again. Even the title of this book, *Keep Your Head Up, Mr. Putnam*, is appealing. From there the boy might go on to the autobiography of a blind Hindu who travelled half way around the world to study at the Arkansas School for the Blind (*Face to Face* by Ved Mehta). These two adult books can create any number of interests. A girl who just loves teen-age romances and always wants "another one just like *Seventeenth Summer*" is given *To Tell Your Love* by Mary Stolz and then when she is introduced to Ellen Webb, the Montana farm girl who goes to the University of Minnesota and falls in love she will read enthusiastically *Winter Wheat* by Mildred Walker. Although it is usually the love story which has the appeal it is a good starter in adult reading.

This is not to say that teen-age novels cannot in themselves be a fine reading experience for young adults. Such books reveal to adolescents that they are not alone in their feelings about friends, family, school, etc.

Three Elements

There are three elements in young adult service: the young adult, the books, and the person who brings them together. There are two million more people in the 15-19

age group now than there were five years ago and five years hence there will be four million more. They are in public libraries in great number. I still don't know a better description of young adults than Amelia Munson's use of a passage from *A Tale of Two Cities*. Dickens is introducing pre-revolutionary France in a very familiar selection which also applies to adolescence:

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of Hope, it was the winter of Despair, we had everything before us, we had nothing before us, we were all going to Heaven, we were all going direct the other way . . ."

Adolescence is a time of conflict caused by change and growth and the need to make personal, social, and economic adjustments. Too often we think of teen-agers as trouble makers and of groups of them as gangs. Adult reaction of this kind is aptly illustrated in Felsen's *Boy Gets Car*. The group movement is a natural one and it can be productive even if it is not a formal group. On the other hand young adults too often think of public libraries and public librarians as stuffy and associate us with school assignments. We must dispel both of these thoughts. I do not think we should strive to become their pals or put up with bad behavior. As one Librarian has written, "If librarians fail to convert restlessness into reading they should help the teen-ager to the front door." It should, however, be open to them again the next day.

Young Adults as Patrons

There are a few generalizations that can be made about young adults as library patrons: they have definite opinions about books yet they are open to suggestions; they are willing to talk about books and about themselves; and when they are treated like adults they are well-behaved a good part of the time. These generalizations can be applied to teen-agers in Waseca, Minneapolis, Cannon Falls, Duluth or Montevideo and throughout the country as well. This means that books that are highly recommended for young adults may be useful in any community. It is the introduction of them which varies because the experience of

young adults varies. We in Minnesota are very conscious of the state basketball tournament. Ruth Moore's *The Walk Down Main Street* would be an easy book to "sell"; it also would be easy in Maine which is its locale or in Iowa and Indiana where high school basketball excitement runs high. It would be introduced differently in areas where there is not as much interest. The other side of the experience coin is a book like *The World Beneath the City*. It needs no introduction in New York City or other cities where telephone wires, sewers, subways, and tunnels are far beneath the streets; but it could be introduced and read with fascination in small cities and rural towns.

The second element in Young Adult Service is the library staff member. I am afraid it is too often thought that the large system libraries have a Young Adult Librarian in each branch. Unfortunately this is not true. At the Minneapolis Public Library, for example, we have two Young Adult Librarians and will have one more in September; however, we do have other staff members who are very interested in young adults and devote as much time as possible to the selection of books for them and giving them reading guidance. Even a few hours a week is a wonderful start.

The Librarian

From the speeches I've heard, the articles read, and the librarians observed, I think I know what makes a good Young Adult Librarian: three characteristics and two activities. He must be flexible, patient, and imaginative. Flexible in his personal contacts with young adults. I have made some generalizations about them but they, like us, are all different; different in their interests (hot rodding, sailing, nursing, hair styles) and different in their abilities (we must treat with equal respect the high school senior who has difficulty reading a sports story and the high school sophomore who breezes through *The Good Years* by Walter Lord); he must also be flexible in assisting the teen-ager with a school assignment one minute and then giving reading guidance the next to the same person. He must also be flexible (or perhaps the word here is adaptable) in his own reading habits. (I don't have statistical proof of this but I would say that many of the knowledgeable

baseball fans in this country today are Young Adult Librarians who first read sports books as a chore.)

Patience is essential. The steps in the transition from children's to adult reading do not take place in three or four successive library contacts. Long after a girl has read *Jane Eyre* she might still read books by DuJardin, Emery, and Deming; long after a boy has read *The Cruel Sea* he might read books by Decker, Crisp, and Felsen. It also may take many months before a young adult has confidence in your judgment and you can start him on the carefully selected road to adult reading. Although we must be aggressive in developing the service to young adults we must also, unfortunately, be practical and thus patient with book budgets, staff time, and solutions to problems.

The librarian working with young adults must have imagination. In daily contacts with young adults—imagination to decide what particular aspect of a book is appealing in order to suggest another; imagination in recommending a book as a substitute for one that isn't available or that we think he shouldn't read. Imagination in book lists, exhibits, and displays; imagination in book talks and other group activities.

Those are the three attributes: flexibility, patience, and imagination. The two activities are: reading and talking.

Activities

Talking with Young Adults is one of the things which is the most fun about the work. We cannot know them if we do not talk with them—and a good part of our time is spent listening: to their opinions about books, TV, sports, styles and so on. It is also a good idea to talk with other people in the community who work with young adults: teachers, clergy, social workers, parents (and of course if you are a parent you may be way ahead of the rest of us).

Reading—read, read and then read some more—there is no other way to know books and be able to present them to young adults. A reading program to fill in the gaps might begin with the very best junior novels by such authors as Mary Stolz, James Summers, Henry Felsen, and Anne Emery; then the books which Mrs. Margaret Edwards of the Enoch Pratt Free Library of Baltimore calls "New Classics for Teen-Agers"; among

them *Seventeenth Summer*, 1984, *Rebecca*, *The Caine Mutiny*; then the non-fiction in which teen-agers are interested: World War II, space flight, personality, travel, humor. In addition to these titles which are known to be popular with young adults the "books of potential interest" must also be read and all the reading done with young adults in mind.

The Books

The third element in Young Adult Service—our stock in trade—is books. What do our books have for young adults who are trying to find out who they are and deciding what kind of adults they are going to be? We write book selection policies, select books based on those standards, place them in a special spot, advertise and introduce them. What do they have to give young adults?

They can give the courage of Maurice Herzog, the men of Colditz, and of Anne Frank; the devotion to science of Thor Heyerdahl, Madame Curie and the lady with a spear; the laughter of the Gilbreths and the Days and of Hyman Kaplan and Jean Kerr; the adolescent trials of Cress Delahanty, Holden Caulfield and the Japanese girl in *Rain and the Feast of the Stars*; the travels of Jamie McPheeters, of Santha Rama Rau, and of Emily Kimbrough; the family relationships in *A Tree Grows in Brooklyn*, *The Lovely Ambition* and *Little Britches*; the theater world of Agnes DeMille and Moss Hart; and *The Music Man*, *The Sound of Music*, *The Joy of Music*.

Books tell of the building of the Eddy-stone light, the Kariba dam, and the Atlas missile. They portray: the realization of adult life by teen-agers in *Promised Spring*,

Winter Wheat, and *The River*; the first years of marriage of Charles and Caroline in *Let the Hurricane Roar* of Katie and Mike in *Mrs. Mike* and of Nick and Maggie in *Maggie*; the testing of Willie Keith, of Walter Younger in *A Raisin in the Sun* and of U. S. Grant in *Grant Moves South*; and the boy-girl relationships in *Seventeenth Summer*, *Open Season* and *Of Human Bondage*.

We can give young adults: the suspense filled love stories of Rebecca, Jane Eyre and the mistress of Mellyn; the excitement of *The Cruel Sea*, *The Bridges at Toko-Ri*, *Night Without End*, and *Four Wheel Drift*; the poetry of Robert Frost and Phyllis McGinley and of Elizabeth Barrett and A. E. Housman; and the science fact of *IGY—Year of Discovery* and DeKruif's *The Microbe Hunters* and the science fiction of Verne, Lesser, and Heinlein.

Young Adults can meet fascinating people: Cormac Joyce, J.B., Capt. Cousteau, Brat Farrar, and Ethan Frome; Antonia and Theodosia, Helen Keller, Althea Gibson.

Books can give young adults a look at the United States in *Wait Til Next Year*, *The Waste Makers*, and *Image of America*; a look at the world in *Cry the Beloved Country*, *To Moscow and Beyond* and *Bring Forth the Children*; and at America's role in the world in *Junket to Japan*, *The Ugly American*, *At Home in India* and *90 Dozen Glasses*.

This then is what we have to give young adults—with confidence not only that they will become lifetime readers but also that they are developing a critical sense, increasing their knowledge and their enjoyment of reading.

Crookston - Polk County Library

(Continued from page 52)

includes the encouragement of neighboring counties to follow our lead in establishing regional or county library service.

It would be amiss not to mention again

the dedicated services of our County Library Board members who have traveled many miles during the winter months to meet for long evenings of decisions.

National Library Week, 1961

RICHARD SWANSON

*Executive Director, Minnesota National Library Week
and Trustee, Anoka Public Library*

National Library Week, 1961, has come and gone. An accurate statistical summary is not yet available. A really accurate evaluation of the effect of National Library Week in Minnesota is not possible. The true effect can not be measured by the inches of news coverage, or the number of teas, coffee hours, dinners, or book presentations. The true effects really are: More library card holders, more library users, and more public support for library development. And I would like to add: A better understanding of the "library" by trustees and librarians. More about this later.

Statistically speaking about one-third of Minnesota's public libraries reported that they planned and held some sort of a NLW newsworthy event. Generally speaking the small library in Minnesota did the least and perhaps needed National Library Week the most.

What is National Library Week? It is a citizen's movement to focus attention on libraries. While trustees and librarians are working feverishly behind the scenes, local citizens should be the most important part of an NLW Committee. The National Committee members form a very long list. They work to stimulate the formation of state and local committees. They also work on nationwide publicity programs such as the "Peanuts" comic strip, and the very wonderful article in the Sunday Supplement "This Week."

The Minnesota Executive Director is selected by the Minnesota Library Assn. The executive director and the Minnesota Library Association Executive Board select a Citizen Chairman. This year we were fortunate in having Margaret Culkin Banning. Together we invited a number of people to serve on the Minnesota NLW Committee. In general those on the Committee represented various organizations, were familiar with certain segments of our potential customers, or were with a medium of mass communication. In addition, a group of librarians gave yeoman's support.

Functions

The function of the Committee was twofold. First, through the Committee's prestige, was to influence libraries and trustees to plan NLW activities. As I said before about a third of the libraries were stimulated. The other function was to work in those fields they knew best. Most of those who attended the February 8th planning session did give support. For example, there was an article in the *Farmer* magazine, there was a suggested press release to all Protestant church organizations, the Governor's proclamation, eighteen billboard signs, speeches, and assistance in organizing dinners, and the like. Little credit can fall on me as Executive Director. Much more credit should go to those active committee members and the local librarians.

Certainly the most important part of NLW is done by local libraries. For it is here that people must go for their library materials. The state and national promotions are only good if the local library "cashes in." When I say "local" I mean public, school, special, religious, home or any kind of organized collection of learning materials which can be called a library. We can only "cash in" on this publicity, if trustees and librarians do plan an event or series of events which are newsworthy. Our local Minnesota newspapers were most cooperative. Radio and TV coverage was good. Local organizations seldom refused an invitation to attend a special coffee hour.

An Example

I can cite the example of the Anoka County Library which planned its events well in advance. They decided to saturate one city this year, and then go on to a different one in another year. A young couple was asked to be co-chairmen of their local NLW Committee. They worked with the librarians and trustees and other members. Lion's Clubs, J.C.'s, PTA's, Churches, 4-H clubs, League of Women Voters, and the like were all contacted. A steady stream of specially invited people showed up. The local newspaper had a library commercial

on almost every page. Between 5000 and 6000 people "heard the word" about National Library Week and the County Library. Not all visited the building, of course, but NLW gave the librarian an excuse to visit with many, many people.

This is perhaps how many NLW events went and this can be termed successful.

Now back to my comments about librarians and trustees, and their understanding of libraries. Do we really know what good the library is? (Please note, I did not say "what a good library is?" I said "What *good* the library is?") Are some librarians merely defending their jobs? Are some trustees participating in NLW because it's something "you are expected to do?" Is a library like motherhood, conservation, and any other subject you dare not be critical of? Do we know what a library is or should be? Do we know what a good library can do for the community? And then are we willing to do something about making our library service better?

A Big Question

Our president said, "Today we need both wisdom and strength and that's the reason why Americans should 'Wake up and Read!'" I imagine every librarian and trustee read that with a "That's-what-I-have-been-saying-all-the-time" attitude. But what would you do if President Kennedy walked into your library and said, "Give me what you have on Cuba" or "What's the economic situation among our farmer neighbors?" or "Get me a book on community planning!" or even a "book on what a good library is."

Could he find your library? If he did, would it look inviting? Can you find what is in your library? Can you tell him what you should have? Can you tell him what it would cost?

If you can't, then a library week might be something of a farce . . . an example of false advertising. You have many men, women and children, who are every bit as

busy as Mr. Kennedy. They simply do not have time to browse in a library. These busy customers will get the reading material in a hurry, read it on the run, drop it off before work in the morning . . . this they will do . . . or our busiest customers will not read.

Hard Choices

Our libraries can not be a dusty shelf of out-dated, hard to find books, tucked away in a corner. If this is what you have in your library here are some choices for you:

Give the books away and forget about a library.

Move the books around to make them look used.

Move the library so that people are bound to stumble over it.

Find out what it takes to improve your library.

Promote the use of what you have.

Look for modern "merchandising" methods.

Change the interior to fit the needs.

Don't be afraid of criticism if you make sure the criticism will result in good library public relations.

Summary

To summarize, I feel Minnesota's National Library Week was a very tremendous affair. Many Minnesota communities do have more library users and library boosters. Libraries do have more friends. In thinking of the 1962 Library Week, I hope that other libraries will evaluate their facilities, select their strong points, know their weaknesses and what it takes to correct them, and finally put on a wide, handsome smile and sell to as many of their "customers" as possible.

I thank you for the privilege of working with such a large and significant part of America's continuing educational program. This has been a stimulating and interesting experience. Thank you for your wonderful and inspirational cooperation.

Charter Change in South Saint Paul

DOROTHY JORSTAD

Librarian, South St. Paul Public Library

The 1907 So. St. Paul charter allowed a 1.5 mill rate for the library. This has been far from adequate for years. In fact, three previous efforts had been made to change the charter to get more revenue. They were: 1946, raise to 3 mills total; 1948, raise to 2.7 mills total; and 1949, raise to 2 mills total. All were defeated. At the same time the library was outgrowing the building.

The 1952 converting of the community room into a children's room helped our space problem for about 6 years. Then the real pinch began—lack of space and lack of funds combined. A bond issue for a building would give us a worse financial pinch than ever. A raise in budget would make our space problem more acute as we would buy more books. We took a long and envious look at the 5 mill state limit for library purposes. Then we divided that 5 mills into 2-2½ mills for operating and 2½-3 mills for a building fund. This was to be explained to the voters and the City Council, as a package deal,—three years of taxes for a new building and then a drop in taxes to what would be needed to run our new facilities. Thus we would get our budget money and our building on one vote.

We asked the 1959 legislature for permissive legislation to raise the mill rate to 5, with the people to vote on accepting or rejecting the law. This required us to get a simple majority for charter change rather than 55%.

In the spring of 1960, we used National Library Week and a poster contest in all six public grade schools and the three Catholic grade schools, with a gift book prize in the winner's name given to the pupil's school, as a public relations and publicity start to our summer and fall campaign. Also, the Jaycees gave us a numbered booth in their home builders show. For once the library was on a par with every other business, as all cards for prize drawings had to have our number punched out, too. Statistics sheets, bookmarks, and booklists were handed out to all who came to our booth. We also displayed many of the Library Week Posters.

Starting Letter

A program of projected plans was set up in June, which started with a letter in early August to each organization in town. Ninety-eight letters were sent as a follow up to the first. We sent the same letter and literature to our heavy industry, too. We asked them to read the fact sheets enclosed and to grant us time at one of their September or October meetings to present our problems and plans. We reorganized our Friends of the Library, with dues of \$1.00 for individuals and \$5.00 for organizations. We received enough money to buy our supplies, print our publicity, advertising, and posters. Two churches ran off several thousand fliers for us, and the League of Women Voters ran off question and answer fliers which they distributed.

One of our luckiest breaks came when the Kiwanis Club scheduled me to speak the first Thursday in September. I used the tentative speech we had planned to give at all organizations; and in an impromptu get-together with about 5 men afterward, we got some very valuable pointers and ideas on public reaction.

Good Response

The response was good from clubs and organizations. We reached all PTA groups, many church groups, and several organizations with speakers or with the mimeographed floor plan, explanation of our plans, and pictures of our space conditions. We posted a series of pictures in four supermarkets for two weeks before the election. The South St. Paul *Reporter* and the St. Paul *Dispatch* gave us any publicity we wished—including pictures and statements made by board members, letters to the editor, and advertisements. In fact, we had to hustle to keep ahead of them, as they were constantly in the library, asking what they could print next to help us! Many people volunteered help, and for some of our speakers we had such big guns as Harold Levander and Senator Paul Thuet. All speakers were supplied the same mimeographed fact and plan sheets to help them prepare their speeches.

We started our campaign and publicity early, so that people would get used to the idea of a raise in taxes. Our first headlines were big and black—"Library Board Asks Tax Increase"—which dismayed some of the board members. People had to know their taxes would rise, and the earlier they knew, the longer we had to change their minds from "no" to "maybe" to "yes." First reaction to increases is always "No," and we had plenty of time to campaign to get our "yes" vote.

Showing Costs

In our publicity on taxes, we used \$600.00 as a base on how much $3\frac{1}{2}$ mills would increase taxes. This \$600.00 was higher than the majority of taxes on homes, giving us a psychological lift in that many people could think "My taxes won't increase that much, because they aren't \$600.00."

We did give the voters something concrete to vote on—about $2\frac{1}{2}$ -3 mills a year will be put into a building fund for expansion and bookmobile service to people over 1 mile from the library building. South St. Paul is four and one-half miles long, and about two miles deep, with our building almost in the middle lengthwise, but very much to one side in depth. We spoke only

positively, telling what we could offer, and what people would get, not what they would have to give up to get better service. We did not compare our library and service unfavorably with standards, or other systems. We just sold our library, and what we would like to give our city.

Success

We feel very fortunate that our financial picture has changed so drastically. Schools are going to ask more space within two years, and they had additions voted in 1960. We hit the right moment to ask for our needs to be met, and our citizens proved they are first rate citizens. We got our majority!

One very important point is that there must be time for voters to become accustomed to the fact that they are going to be asked to open their pocketbooks and pay for service. Our campaign actually began informally in 1957 and 1958, when, in conjunction with publicity on campaigning for a county library, the *South Saint Paul Reporter* ran a series of five signed and illustrated articles on the history of our library, and its needs. People asked every year after that when we were going to expand.

A Correction

Through an inadvertance, and as a result of concentrating attention on work with adults, the following reference work was omitted from the list published on page 292 of our September 1960 issue:

Compton's Pictured Encyclopedia and Fact Index.
F. E. Compton & Co., latest edition.

SALMAGUNDI

Third Regional Library

The Moorhead Public Library will serve as the administrative center of the Lake Agassiz Regional Library, the new multi-county library which will serve Norman and Clay Counties. An area center at the Ada Public Library and bookmobile service will be initiated soon, while a branch may be added later, according to preliminary plans.

Myrtle Rundquist, Librarian, Moorhead Public Library will head the regional library. Three Norman County members (Mrs. Al Sarver, Ada; John Sulerud, Halstad; and Elof Erlien, Twin Valley) and the seven-member Moorhead Public Library Board will become the administrative board for the rural library services. Mr. Warren Dodds is chairman of the Moorhead Public Library Board. The new library was granted \$77,120 in state and federal funds for establishment costs and equipment at the June meeting of the State Board of Education. The library system will provide library services for 53,200 people over an area of 1,935 square miles.

One of the Library Division bookmobiles will be used in the area for the next few months. Development Collection books are to be used in the area to speed the opening of the Norman County service.

Merger Renewed

On May 9, 1961, the Kandiyohi County-Willmar Library completed three years of merged library service. As the result of a study by the Library board, which included an opinion survey of library users, it was recommended that the merger continue indefinitely.

Results of the survey showed that library use has increased 80% over the three years, that special materials such as educational films are economically possible, that more titles and larger total collections have been added, that reference collection and service have been strengthened, and that more professional staff time is available.

The questionnaire showed that

90% of the adults believed library service is improved;

90%, that the book collection has greater variety and choice;

80%, that the collection has better quality;

70%, that the reference service is improved.

The survey included 400 participants, 26% of whom were housewives, 15% high school and college students, the rest clergy, farmers, teachers, businessmen, etc. Of those using the headquarters library, 32% have rural addresses.

Field Work

Extension Librarians have met with groups at Lonsdale, Nerstrand and Fari-bault in Rice County; at Kenyon and Lake City in Goodhue County, and at LeSueur in recent months.

A Division bookmobile was on exhibit at the Third Annual Conference on the Aging at Gustavus Adolphus College, St. Peter, June 13, 14.

Retirements

Grateful library patrons indicated their appreciation of long years of community service as librarians ended their work at several Minnesota public libraries.

Gertrude Glennon retired April 1 after serving 42 years as chief librarian of the Stillwater Public Library which serves Washington County as well. Miss Glennon was secretary of the Minnesota Library Association for ten years. She will be succeeded by Lily E. Carlson, a member of the staff for many years.

Mrs. Cora M. Main's resignation is bringing to an end twenty years of help to citizens as librarian of the Luverne Public Library.

At the St. Paul Public Library, the year has brought several terminations of splendid staff service. These include Elsie Baker, who has been in charge of the School Division; Reba Wakefield, Librarian, Hamline Branch; Mrs. Gladys Bogue, Assistant, Hamline Branch; Mrs. Ethel Bruckner Dreves, Rice Street Branch; Mrs. Mildred Muraske, Ford Parkway Branch; Elsa Juds, Order Department, and Della McGregor whose retirement is reported at length on an

earlier page of this issue. Miss McGregor has been succeeded by Patricia Ewen who came to St. Paul from the Milwaukee Public Library.

Personnel News

Mrs. Lillian Esala, Graduate School of Library Service, Columbia University, was named head librarian of the Virginia Public Library June 1. Former patrons in various regions of Minnesota regret the resignation of Ethel Binney due to ill health. Miss Binney, head librarian at Virginia since 1951, constantly brought the needs of the whole region to public attention. Mrs. Reino Markkanen (Mary Kendall), assistant librarian, has also resigned from her position at Virginia. Mrs. Mary Sund, former county library service head, has become assistant librarian in charge of reference. Olga Terch is now in charge of county library service. Their new children's librarian is Lavila Smart who succeeds the late Mrs. Mildren Orthun. Miss Smart has been a librarian in Michigan.

Alma Gaardsmoe began her duties as librarian of the Northfield Public Library on May 1. She succeeds Emma Overaag, who resigned this spring.

Mrs. Barbara Moen, M. A. Simmons College, succeeds Mrs. Katherine A. Henry as librarian of the Hastings Public Library Branch of the Dakota-Scott Regional Library system.

Mrs. Laura Hofdahl has become acting librarian at Kenyon, succeeding Sedora Underdahl.

Buildings

Dedication of the Richfield Public Library occurred on May 20 and 21. The rose brick building, costing \$150,000, is at 70th Street and Nicollet Avenue. Cooperation of the Friends of the Library and work of many individuals and organizations made the occasion highly successful. Much well-planned publicity including many newspaper stories were a part of the promotional plan. Mrs. Paul Dyste is the Richfield librarian; Helen A. Young is Director of the Hennepin County Library System.

Dedication and open house at the Fergus Falls Public Library, Saturday, April 24, attracted 350 people who toured the enlarged and remodeled building. Elsie Grina is the librarian. Of special interest were the

new music listening room and the exhibit of local photographs by the Heart O'Lakes Camera Club. The attractive street level adult and children's reading area are new. The former lobby is being used temporarily as the Fergus Falls junior college library.

The old post office building at Bemidji will be converted into quarters for the Bemidji Public Library, providing larger facilities and a greater element of safety for library patrons.

The Belle Plaine Public Library has moved from above the fire hall to first-floor quarters, formerly a furniture store. Mrs. Matt Hally is the proud librarian of the newly-equipped branch of the Dakota Scott Regional Library System.

The Bayport Public Library re-opened in April in attractive quarters in the former council room of the city hall. Mrs. Jean Carlson is the librarian.

The Little Falls Public Library replaced black cork flooring with taupe linotile. The original floor was laid in 1904.

Improvement of the Madelia Branch of the Watonwan County Library included enlargement to include the adjoining rest room lounge.

Around the State

The New Ulm Library is the beneficiary of a \$15,000 gift toward the building of an addition, left by Albert P. Boock, a Board member who died in May.

Karl Jaros, *Duluth Herald* and *News-Tribune* photographer, received first place in the feature class of the National Editorial Association's 1960 photograph contest. The picture was taken in connection with Duluth's observance of National Library Week.

Mrs. E. L. Menckler, Buhl, was elected president of the Range Trustees' Association at the annual meeting in May at International Falls. Mrs. J. E. Hoffman, Chisholm, became Secretary-Treasurer, and Mrs. B. B. Kotilinec, International Falls, Treasurer.

The Lake Superior Library Association held its spring meeting in Cloquet, Saturday, April 29. Mrs. Marie Holmstrand, Proctor, a regional author of the Lake Superior area, was the speaker.

The College and University Section and the Reference Section of the Minnesota Library Association met June 24 at the College of Saint Teresa, Winona. Co-chairmen were

Sister M. Adrienne, chairman of the College and University Section and Karlis Ozolins, Chairman of the Reference Section. John Y. Elgin, International Business Machines, Rochester, Fred Wezeman of the University of Minnesota Library School, and Mrs. Mulford Sibley, Acquisitions Librarian, Macalester College, were the speakers.

The Pine City Public Library celebrated the 40th anniversary of the founding of the library in April.

Walker Branch of the Minneapolis Public Library observed its 50th anniversary with a week-long celebration the second week in June. Varied activities including book reviews by Anne Cawley Boardman and a children's magic show by Cedric Lindholm highlighted the occasion.

Rochester Public Library will institute a free summer evening program of foreign language listening with recordings in Spanish, French, and German, with Mrs. Albert A. Johnson, Young Adult Librarian, in charge.

The Minnesota Library Film Circuit held its annual meeting on June 30 with all but two members present. They elected new officers: Alberta Seiz of Winona as President; Nowell Leitzke of Faribault as Secretary-Treasurer, and George Gardner as Vice-President. The officers constitute the Board of Directors under the Articles of Incorporation. At this meeting the membership selected over \$6,000 worth of film for addition to the Circuit holdings.

The Washington County Library Committee, which is studying plans for improving library services in the county under a charge from the Board of County Commissioners, with special emphasis on what to do to qualify for aid, has been meeting regularly and has drafted a number of documents for study and approval by the representatives from the existing public libraries and from the rural areas. They hope to have a report with recommendations ready for the Commissioners by early fall. The Washington County Commissioners have already a 1-mill tax levy for rural library service.

Library Activities

Minnesota Library Association

66th Conference

Hotel Lowry

St. Paul, Minnesota

September 28-29, 1961

Unfinished Tasks

TENTATIVE PROGRAM

Thursday, September 28

- 9:00 A.M. Registration and Exhibits
- 10:30-12:00 A.M. FIRST GENERAL SESSION, Robert Simonds, Presiding
Greetings
Business meeting and reports
Legislation
Library Division
- 12:30- 2:00 P.M. Section Luncheons and Business Meetings
County Library Section
Public Library Section
Trustees Section
Retired Librarians
- 2:30- 4:00 P.M. SECOND GENERAL SESSION
Sponsored by County and Public Libraries Sections
Speaker: Mrs. Grace T. Stevenson, Deputy Executive Director,
American Library Assn.
- 6:30- 8:30 P.M. Dinner—THIRD GENERAL SESSION
Sponsored by the Trustees Section
Speaker: Germaine Krettek, Washington Office, American Library Assn.
- 8:45-10:00 P.M. Open House, St. Paul Public Library
Sponsored by the Friends of the St. Paul Library, Inc.

FRIDAY, SEPTEMBER 29

- 10:00-11:30 A.M. FOURTH GENERAL SESSION
Sponsored by the College and Reference Sections
Speaker: William Ready, Director, Marquette University Library
- 12:00- 1:30 P.M. Luncheons and Business Meetings
Children's and Young People's Section
College Section
Reference Section
- 1:30- 2:30 P.M. FIFTH GENERAL SESSION
Sponsored by Children's and Young People's Section
Panel of Overseas Librarians
- 2:30- 5:00 P.M. Tours of Twin Cities Libraries
- 7:00- 9:00 P.M. Banquet—SIXTH GENERAL SESSION—Miss Arlene Russell, Presiding
Speaker: Dr. Kenneth Boulding
Subject: "Permanent Peace as an Unexplored Frontier"